



U.S. PRODUCT LITERATURE CENTER AT
Airport, Port and Transport Security Exposition

OLYMPIA, LONDON UK
December 5-6, 2006

Test the UK Market at APTS - The Leading Transport and Border Security Event

- Looking for a cost effective way to promote your company and security products in the European market? The U.S. Embassy's Product Literature Center at APTS may be the answer.
- In the UK alone, more than 471 airports, 52 shipping ports and 2,507 railway stations will be seeking security solutions. In addition, senior decision makers from 27 other countries will attend the high profile APTS conference and exhibition.
- For the first time, APTS will be co-located with the following related expositions:

Event & Venue Security - A focused event dedicated to the public venue and live event security market

Infrastructure Security - A new event dealing with the security of vulnerable infrastructure

Counter Terror World - Focused on strengthening state security and combating international terrorism

This unique combination of four important security events in one location should significantly increase the number of visitors viewing your product information at our Product Literature Center.

- Managed by the U.S. Commercial Service, the U.S. Product Literature Center (PLC) at APTS offers a select group of U.S. firms the best opportunity to raise their international market profile, test market interest, collect potential trade leads and identify potential partners.
- The PLC package offered by the U.S. Commercial Service enables you to display your brochures to the large number of visitors to our booth at APTS. Our staff will then capture the contact information of those companies interested in your products or services and will distribute copies of your product literature to interested parties. All potential leads will be forwarded to you immediately after the event. See the box above for more details of the PLC.



WHAT YOU GET FOR \$550

- Pre-show promotion of your products to UK and European security companies.
- Your literature prominently displayed in our booth at APTS and distributed to interested visitors.
- Trade leads identified and quickly forwarded to you.
- Follow-up by our Commercial Specialists to help you convert leads into deals

For more information about the U.S. Product Literature Center or how we can facilitate your visit to APTS, please contact Lisa Cogan, Commercial Assistant on tel +44-20-7894-0472 or email Lisa.Cogan@mail.doc.gov by September 18, 2006.